PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

To: Al Harris (Richmond Date: 12/3/81

From: Marketing Research Department

Subject: Weekly Industry Figures

Here are the new weekly total cigarette industry figures for each of our 91 markets plus the total United States.

They are to be used instead of the current industry data when computing P.M.'s share of market on all weekly share reports you issue.

Please use these figures starting with week ending 1/8/82 on all current as well as future weekly reports.

Additionally, please resequence all the 12-week market share trend reports at the beginning of 1982 so that the first week of data is for W/E 1/8/82.

Thank you in advance for your usual cooperation

Georgia E. Cofield

cc: L. Levy
J. Spector
B.S.G. Weinstein
Frank Williams
J.N. Zoler

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